

**Part 2B of Form ADV: *Brochure Supplement***

**Frank T. Troise**

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This brochure supplement provides information about Frank T. Troise that supplements the SoHo Financial Services LLC brochure. You should have received a copy of that brochure. Please contact Frank T. Troise (775) 298-4879 if you did not receive SoHo Financial Services LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Frank T. Troise is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

## **Item 2 Educational Background and Business Experience**

**Full Legal Name:** Frank T. Troise      **Born:** 1966

### **Education**

- Carnegie Mellon University; BS, Managerial Economics; 1989
- New York University; MBA, Finance; 1966

### **Business Experience**

- SoHo Financial Services, LLC, Managing Member, 2006 to Present
- SoHo Capital LLC; Managing Member 1996 to Present
- SoHo Asset Management, LLC, Managing Member, 2007 to Present
- My New Financial Advisor, Inc., Founder, 2010 to Present
- Donaldson, Lufkin & Jenrette; Portfolio Manager; 1998 to 2000
- Wilshire Associates; Senior Associate; 1996 to 1998
- Price Waterhouse; Consultant; 1996 to 1/1/1997
- ABB; Proprietary Trader; 1990 to 1996

## **Item 3 Disciplinary Information**

- Frank T. Troise has no reportable disciplinary history.

## **Item 4 Other Business Activities**

### **Investment-Related Activities:**

Frank Troise is the Managing Member and an investment adviser representative of SoHo Asset Management, LLC and SoHo Capital, LLC, registered investment advisory firms affiliated with SoHo Financial Services, LLC.

The advisory services delivered by these other firms are distinct from those provided by SoHo Financial Services, LLC and are provided for separate compensation. The other firms' advisory services may be recommended to SoHo Financial Services, LLC's clients for whom it is appropriate. There are no referral fee arrangements between SoHo Financial and the affiliated advisory firms. However, a conflict of interest is created by this arrangement to the extent that Mr. Troise recommends that a client open an account with the other advisory firms through which he will receive additional compensation. No client is obligated to use the other advisory firms' services.

Clients should be aware that the receipt of additional compensation by SoHo Financial and its management persons creates a conflict of interest that may impair the objectivity of these individuals when making advisory recommendations. Mr. Troise endeavors at all times to put the interest of clients first as part of his fiduciary duty, and takes the following steps to address this conflict:

- discloses to clients the existence of all material conflicts of interest, including the potential for the firm and our employees to earn compensation from advisory clients in addition to our firm's advisory fees;
- discloses to clients that they are not obligated to purchase recommended investment products from our employees or affiliated companies;
- collects, maintains and documents accurate, complete and relevant client background information, including the client's financial goals, objectives and risk tolerance;
- conducts regular reviews of each client account to verify that all recommendations made to a client are suitable to the client's needs and circumstances;

#### **Non Investment-Related Activities:**

Frank Troise is Founder of My New Financial Advisor, Inc., a company that provides sales and marketing for investment advisors. Mr. Troise devotes approximately 20 hours per month to this other business activity.

Potential conflicts of interest may arise to the extent that certain non-advisory activities may require a significant time commitment from Mr. Troise, thus limiting the amount of time he can dedicate to management and maintenance of client investment portfolios. Moreover, the sharing of physical office space, personnel, and/or information technology systems may result in the sharing of confidential and/or personally identifiable client information with these affiliates.

Since we endeavor at all times to put the interest of our clients first as part of our fiduciary duty as a registered investment adviser and take the following steps to address the conflicts of interest created by our other financial industry activities and affiliations:

1. We disclose to clients the existence of all material conflicts of interest;
2. We disclose to clients that they are not obligated to use the services of our affiliates, unless the discretion to select transaction intermediaries has been granted to us;
3. We do not pay or collect referral fees from any *related* persons or entities;
4. We monitor compensation paid to any affiliates to ensure that it is competitive in a given market segment;
5. We require that our employees seek prior approval of any outside employment activity so that we may ensure that any conflicts of interests in such activities are properly addressed;
6. We periodically monitor all outside employment activities and affiliations to verify that any conflicts of interest continue to be properly addressed by our firm;

7. To protect client personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings. We restrict access to client non-public information to those employees, affiliates, and vendors who need to know that information to service the client account; and
8. We educate our employees regarding the responsibilities of a fiduciary, including the need for having a reasonable and independent basis for the investment advice provided to clients.

## **Item 5 Additional Compensation**

Frank T. Troise does not receive any economic benefit from a non-advisory client for the provision of advisory services.

## **Item 6 Supervision**

As Managing Member of SoHo Financial Services, LLC, Frank Troise is responsible for the supervision and monitoring of investment advice offered to advisory clients. He can be reached at (775) 298-4879. Mr. Troise will review all employee personal securities transactions on a quarterly basis, oversee all material investment policy changes, and conduct periodic testing to ensure that client objectives and mandates are being met.

## **Item 7 Requirements for State-Registered Advisers**

Mr. Troise has never been the subject of a bankruptcy petition nor has he ever been involved in any of the additional disciplinary events reportable under this Item.